1   -- 49. A method for ordering an item via the Internet using a browser, the

2 method including:

3   under control of the browser at a client computer,

4   receiving a selection of an item from a user;

5   in response to receiving the selection of the item, displaying a web page

6 containing a description of the selected item and a button for ordering the item;

7   in response to the selection of the button by the user, sending to a web

8 server an indication that the button was selected;

9   under control of a web server,

10   upon receiving the indication that the button was selected,

11   retrieving information previously stored for the user;

12   generating an order to purchase the item using the retrieved

13 information; and

14   sending a web page to the client computer indicating that the

15 order has been generated; and

16   under control of the client computer, displaying the sent web page that

17 indicates that the order has been generated.

1   50.   The method of claim 49 wherein the ordering is express ordering.

1   51.   The method of claim 49 wherein the ordering is single-action ordering.

1   52.   The method of claim 49 wherein the ordering is performed without

2 using a shopping cart ordering model.

1   53.   The method of claim 49 wherein the sending to a web server of an

2 indication includes sending an identifier of the user, wherein the web server uses the

3 identifier to retrieve the information.

1   54.   The method of claim 53 wherein the identifier is stored as a cookie on
2   the client computer.

1   55.   The method of claim 49 wherein the item is a book.

1   56.   An electronic commerce method for ordering an item, the method
2   including:
3   simultaneously displaying information identifying the item, an indication of an
4   action to perform to add the item to a shopping cart, and an indication of an action to
5   perform to order the item without further action;
6   in response to performance of the action to add the item to a shopping cart,
7   requesting that the item be added to the shopping cart; and
8   in response to performance of the action to order the item without further
9   action, requesting that an order for the item be placed.

1   57.   The method of claim 56 wherein the action to order the item without
2   further action is express ordering.

1   58.   The method of claim 56 wherein the action to order the item without
2   further action is single-action ordering.

1   59.   The method of claim 56 including consolidating multiple orders placed
2   in response to performance of the action to order the item without further action into a single
3   order.

1   60.   The method of claim 59 wherein multiple orders are consolidated when
2   the orders are placed within 90 minutes.

1   61.   The method of claim 59 wherein multiple orders for items that are
2   available in three or fewer days are combined.

1   62.   The method of claim 56 wherein when a server receives the request to
2   place an order for the item, determining whether the server has enough information to place
3   the order for the item, and when the server does not have enough information, providing a
4   web page to collect additional information.

1   63.   The method of claim 62 wherein the provided web page includes a
2   request for log on information.

1   64.   A computer-readable medium containing instructions for controlling
2   ordering of an item, by
3   receiving a request to display a description of an item; and
4   in response to receiving the request, providing a web page for simultaneously
5   displaying a description of the item and an indication of a single action to perform to order
6   the item and for, in response to performance of the single action, sending to a server
7   computer a request to place an order for the item.

1   65.   The computer-readable medium of claim 64 wherein the provided web
2   page is for simultaneously displaying an indication of an action to perform to add the item to
3   a shopping cart along with the description of the item and the indication of the single action
4   to perform and for, in response to performance of the action to add the item to a shopping
5   cart, sending to a server computer a request to add the item to a shopping cart.

1   66.   The computer-readable medium of claim 64 wherein the single action is
2   express ordering.

1 67. The computer-readable medium of claim 64 wherein when multiple

2 orders for items have been received, consolidating the orders.

1 68. The computer-readable medium of claim 67 wherein orders placed

2 within 90 minutes are consolidated.

1 69. The computer-readable medium of claim 67 wherein orders for items to

2 be delivered in three or fewer days are consolidated.

1 70. The computer-readable medium of claim 67 wherein the item is ordered

2 without using a shopping cart ordering model.

1 71. The computer-readable medium of claim 64 wherein the single action is

2 the clicking on a mouse button when a cursor is positioned over a certain area of a display.

1 72. The computer-readable medium of claim 64 wherein the request to place

2 an order for the item includes an identifier of a purchaser.

1 73. The computer-readable medium of claim 72 wherein the identifier is

2 stored at a client computer.

1 74. A computer-readable data transmission medium including:

2 a description of a web page for simultaneously displaying a description of an

3 item to be ordered and an indication of a single action to perform to order the item and for in

4 response to performance of the single action, sending to a server computer a request to place

5 an order for the item.

1 75. The computer-readable data transmission medium of claim 74 including:

2   a description of a web page for confirming that an order for the item has been

3   placed as a result of performance of the single action.

1   76.   The computer-readable data transmission medium of claim 74 wherein

2   the web page is for simultaneously displaying an indication of an action to perform to add

3   the item to a shopping cart.

1   77.   The computer-readable data transmission medium of claim 74 wherein

2   the description is sent as an HTTP-response message.

1   78.   The computer-readable data transmission medium of claim 74 wherein

2   the single action is express ordering.

1   79.   The computer-readable data transmission medium of claim 74 wherein

2   the single action is clicking of a pointing device when a cursor is over a certain area.

1   80.   A method in a server system for placing an order for an item, including:

2   receiving from a client system a request for a web page relating to an item; and

3   in response to receiving the request, sending to the client system a web page

4   for simultaneously displaying a description of the item and an indication of a single action to

5   perform to order the item, and for, in response to performance of the single action, sending a

6   request to place an order for the item.

1   81.   The method of claim 80 wherein only one item can be ordered by

2   performance of the single action.

1   82.   The method of claim 80 wherein when the order is placed without

2   receiving billing information from the client system.

83.   The method of claim 80 wherein the web page is for simultaneously displaying an indication of an action to perform to add the item to a shopping cart.

84.   The method of claim 80 including receiving from the client system an indication stored on the client system for identifying a purchaser of the item.

85.   The method of claim 84 wherein the identifier is stored within a cookie.

86.   The method of claim 80 including wherein items that are ordered by multiple performances of the single action are consolidated into a single order.

87.   The method of claim 86 wherein orders placed within 90 minutes are consolidated.

88.   The method of claim 86 wherein orders for items that are available within three days are consolidated for shipment.

89.   The method of claim 80 wherein the server system previously received and stored information that is used to place the order.

90.   The method of claim 89 wherein the information includes delivery information.

91.   The method of claim 89 wherein the information includes billing information.

92.   The method of claim 89 wherein when the server system previously received the additional information, the server system effected the storing of an identifier on a client system.

1   93.   The method of claim 92 wherein the sent request includes the identifier.

1   94.   A method in a client system for placing an order for an item, including:

2   displaying information identifying the item and displaying an indication of a

3   single action to be performed to order the item; and

4   in response to performance of the single action, requesting that an order be

5   placed for the item.

1   95.   The method of claim 94 wherein only one item can be ordered by

2   performance of the single action.

1   96.   The method of claim 94 wherein when the order is placed without

2   receiving billing information from the client system when the order is placed.

1   97.   The method of claim 94 wherein the displaying is in response to

2   receiving a web page.

1   98.   The method of claim 97 wherein the web page is for simultaneously

2   displaying an indication of an action to perform to add the item to a shopping cart.

1   99.   The method of claim 94 including sending to server system an

2   indication stored on the client system for identifying a purchaser of the item.

1   100.   The method of claim 99 wherein the identifier is stored as a cookie.

1   101.   The method of claim 94 wherein the requesting of multiple items within

2   a certain time period results in the items being consolidated into a single order.

1   102.   The method of claim 94 wherein the requesting of multiple items within

2   90 minutes results in the items being consolidated into a single order.

1   103.   The method of claim 94 wherein the order is placed without using the

2   shopping cart model.

1   104.   The method of claim 94 wherein the single action is express ordering.

1   105.   The method of claim 94 wherein the single action is selecting of an area

2   of a display using a pointing device.

1   106.   The method of claim 94 wherein the requesting includes sending

2   information that can be used to identify a purchaser.

1   107.   The method of claim 94 including the requesting of multiple items

2   results in the consolidation for shipment of those items that are available within three days. --